



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-02-2012 PAGE: 1 of 3

LUC MEDIA INC - 5515  
ATTN: CHRIS BRIMER  
25 WHITLOCK PLACE SW  
SUITE # 201  
MARIETTA GA 30064

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403311	10-23-2012	11-01-2012	5	TRIVEDI FOR CONGRESS, MANAN	TRIVEDI FOR CONGRESS-CD#6	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing						Package	Contract Title							
			247006	PHILADELPHIA	A. CLIFFORD	10-26-2012	11-05-2012	M (Broadcast Month, Cycle 1)						N	247006							
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$		
1	10-29-2012	11-02-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)				9	15	X	X	X	X	X			6	325	6	1,950.00		
			(BOOKENDS)																			
2	11-05-2012	11-05-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)				9	15	X							2	325	2	650.00		
			(BOOKENDS)																			
3	10-29-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				9	15	X	X	X	X	X			8	750	8	6,000.00		
			(BOOKENDS)																			
4	11-05-2012	11-05-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				9	15	X							2	750	2	1,500.00		
			(BOOKENDS)																			
5	10-29-2012	11-02-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				9	15	X	X	X	X	X			18	750	18	13,500.00		
			(BOOKENDS)																			
6	11-05-2012	11-05-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				9	15	X							4	750	4	3,000.00		
			(BOOKENDS)																			
7	11-03-2012	11-03-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SA (7098)				9	15						X		2	350	2	700.00		
			(BOOKENDS)																			
	MG Group #	Preempted	Rate Reason		MG Description				Duration													
	CM 336046	11-03-2012	(7)	350 PER SALES	2 X 15 @ \$650 M 04:00PM - 05:00PM - 11/05/12-			9	15	X								2	650	2	1,300.00	
		11-03-2012	(7)	350 PER SALES	MANAGEMENT																	
		11-04-2012	(9)	325 PER SALES	MANAGEMENT																	
		11-04-2012	(9)	325 PER SALES	MANAGEMENT																	
		Total:		1,350														Preempt Total:	-4	-1,350.00		
8	11-03-2012	11-03-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)				9	15					X			2	350	2	700.00		
			(BOOKENDS)																			
9	11-04-2012	11-04-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SU (7099)				9	15							X	2	325	2	650.00		
			(BOOKENDS)																			
	MG Group #	Preempted			MG Description																	
	336046	11-04-2012			Combined MG: Host Line: 7																	
		11-04-2012																				

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403311	10-23-2012	11-01-2012	5	TRIVEDI FOR CONGRESS, MANAN	TRIVEDI FOR CONGRESS-CD#6	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing						Package	Contract Title		
			247006	PHILADELPHIA	A. CLIFFORD	10-26-2012	11-05-2012	M (Broadcast Month, Cycle 1)						N	247006		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
10	11-04-2012	11-04-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)	9	15							X	2	325	2	650.00
			(BOOKENDS)														
11	10-29-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	15	X	X	X	X	X			16	1,100	16	17,600.00
			(BOOKENDS)														
	MG Group #	Preempted	Rate	Reason	MG Description	Duration											
	336221	10-29-2012	1,100	HURRICANE COVERAGE	2 X 15 @ \$1,400 Su 11:30PM - 12:00AM - 11/04/12-11/04/12 (6996) (Bookends),	8	15						X	2	1,400	2	2,800.00
						8	15			X	X			2	500	2	1,000.00
		10-29-2012	1,100	HURRICANE COVERAGE	2 X 15 @ \$500 Th,F 05:00AM - 06:00AM - 11/01/12-11/02/12 (6948) (Bookends),	9	15						X	2	250	2	500.00
						9	15					X		2	50	2	100.00
		10-29-2012	1,100	HURRICANE COVERAGE	2 X 15 @ \$250 Su 12:00PM - 01:00PM - 11/04/12-11/04/12 (7060) (Bookends),												
		10-29-2012	1,100	HURRICANE COVERAGE	2 X 15 @ \$50 S 01:35AM - 02:35AM - 11/03/12-11/03/12 (7767) (Bookends)												
		Total:	4,400											Preempt Total:		-4	-4,400.00
12	11-05-2012	11-05-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	15	X							2	1,100	2	2,200.00
			(BOOKENDS)														
13	10-29-2012	11-02-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	15	X	X	X	X	X			10	1,500	10	15,000.00
			(BOOKENDS)														
14	11-05-2012	11-05-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	15	X							2	1,500	2	3,000.00
			(BOOKENDS)														
15	10-29-2012	11-02-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	8	15	X	X	X	X	X			10	1,500	10	15,000.00
			(BOOKENDS)														
	MG Group #	Preempted	Rate	Reason	MG Description	Duration											
	336333	11-02-2012	1,500	PER SALES MANAGEMENT	2 X 15 @ \$1,400 Su 11:30PM - 12:00AM - 11/04/12-11/04/12 (6996) (Bookends),	8	15						X	2	1,400	2	2,800.00
		11-02-2012	1,500	PER SALES MANAGEMENT	2 X 15 @ \$100 S 12:35AM - 01:35AM - 11/03/12-11/03/12 (7766) (Bookends)	9	15					X		2	100	2	200.00
		Total:	3,000											Preempt Total:		-2	-3,000.00
16	10-29-2012	11-02-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	15	X	X	X	X	X			10	1,500	10	15,000.00
			(BOOKENDS)														
17	10-29-2012	11-04-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	7	15	X	X	X	X	X	X	X	6	2,100	6	12,600.00
			(BOOKENDS)														

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ATTN: CHRIS BRIMER  
25 WHITLOCK PLACE SW  
SUITE # 201  
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Contract No 403311		Contract Dt 10-23-2012	Revision Dt 11-01-2012	Rev# 5	Advertiser TRIVEDI FOR CONGRESS, MANAN		Brand TRIVEDI FOR CONGRESS-CD#6			Product Code POLITICALS					Station/Market WPVI - PHILADELPHIA						
Agency Est#			CMS # 247006	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD		Start Date 10-26-2012	End Date 11-05-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title 247006						
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
18	11-05-2012	11-05-2012	11:00PM - 11:35PM (BOOKENDS)	LATE NEWS MO-SU (6969)				9	15	X							2	2,100	2	4,200.00	
19	10-26-2012	10-26-2012	06:00AM - 07:00AM (BOOKENDS)	MORNING NEWS 6A MO-FR (6949)				8	15					X			2	1,000	2	2,000.00	
20	10-26-2012	10-26-2012	07:00AM - 09:00AM (BOOKENDS)	MORNING NEWS GMA 7A MO-FR (6910)				9	15					X			2	750	2	1,500.00	
21	10-27-2012	10-27-2012	09:00AM - 10:00AM (BOOKENDS)	WEEKEND NWS 9-10A SA (10928)				9	15						X		2	350	2	700.00	
22	10-28-2012	10-28-2012	09:00AM - 10:00AM (BOOKENDS)	WEEKEND NWS 9-1030A SU (7057)				8	15							X	2	450	2	900.00	
23	10-26-2012	10-26-2012	05:00PM - 06:00PM (BOOKENDS)	EARLY NEWS 5P MO-FR (6988)				9	15					X			2	1,100	2	2,200.00	
24	10-26-2012	10-26-2012	06:00PM - 06:30PM (BOOKENDS)	EARLY NEWS 6P MO-FR (6989)				9	15					X			2	1,500	2	3,000.00	
																	Contracted Gross Total:		118	124,200.00	
																	Actual Gross Total:		122	124,150.00	
																	Agency Commission:			18,622.50	
																	Net Total:			105,527.50	
Month/YR		Preempted		Made Good		Contract Total		Adjustments												Actual Total	
Oct 12		0.00		0.00		10,300.00		0.00												10,300.00	
Nov 12		8,750.00		8,700.00		113,900.00		50.00 CR												113,850.00	
TOTAL		8,750.00		8,700.00		124,200.00		50.00 CR												124,150.00	

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